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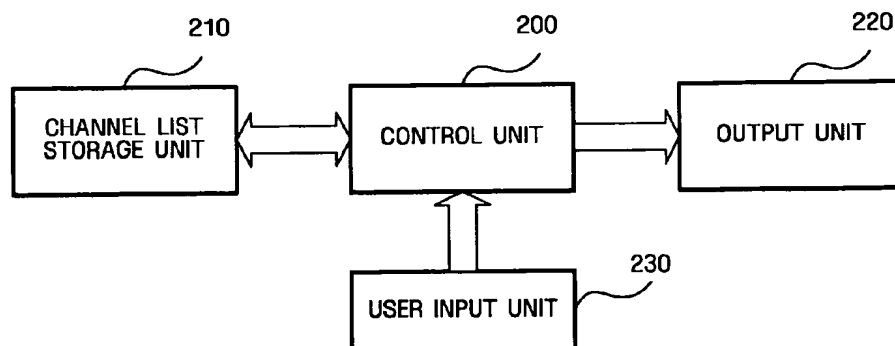
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- (71) Applicant (for all designated States except US): **SAM-SUNG ELECTRONICS CO., LTD.** [KR/KR]; 416 Maetan-dong, Yeongtong-gu, Suwon-si, Gyeonggi-do 442-742 (KR).
- (72) Inventors; and
(75) Inventors/Applicants (for US only): **HAN, Kuk-Hyun** [KR/KR]; #203-1804 Dongsuwon LG Village 2-cha, Mangpo-dong, Yeongtong-gu, Suwon-si, Gyeonggi-do 442-706 (KR). **KWON, Jae-Ook** [KR/KR]; #603-1306 Ssangyong Apt., Manhyeon-maeul, Sanghyeon-dong, Yongin-si, Gyeonggi-do 449-130 (KR).
- (74) Agents: **KIM, Dong-Jin** et al.; 6th Fl. Youngpoong Bldg., 142 Nonhyun-dong, Gangnam-gu, Seoul 135-749 (KR).
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(54) Title: APPARATUS AND METHOD FOR DYNAMICALLY MANAGING USER'S FAVORITE CHANNELS



(57) Abstract: An apparatus and method for dynamically managing a user's favorite channels are provided. The apparatus includes a user input unit receiving a channel change input from the user, a channel list storage unit storing an entire channel list comprising channels receivable using a tuner and channel preference information regarding the user's preference degrees for channels, a control unit calculating a preference degree for a channel selected in response to the channel change input received by the user input unit and analyzing a pattern of channel change inputs, and an output unit providing content of the selected channel according to calculation and analysis results of the control unit.

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